



Free Guide to Boost Sales Online!

### WHERE DO WE BEGIN?



# PAID SEARCH MARKETING OR NOT?

Your Ads are displayed beside related search results ....

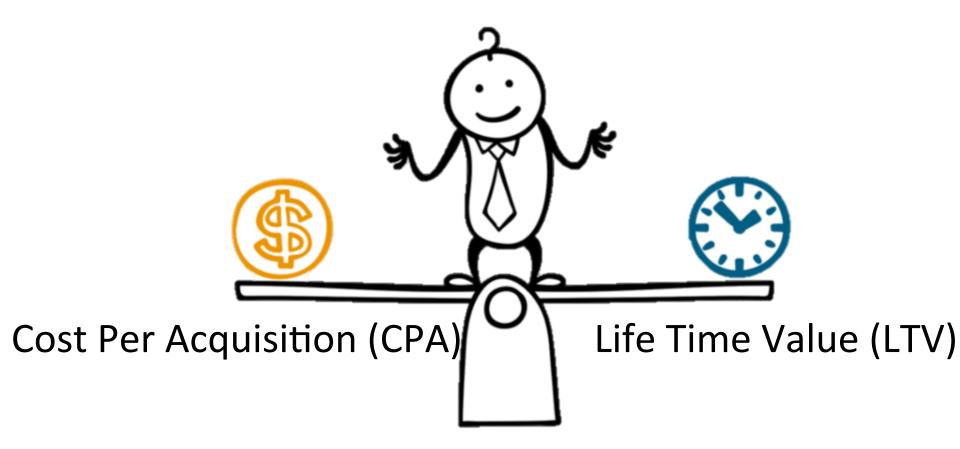


People Click on your ads.....



....And connect to your business

### TWO CRITICAL NUMBERS



## Cost per acquisition VS Lifetime Value

- ◆ Before you start your online marketing campaign it is important to consider your estimated return when compared to your marketing budget.
- ◆ A sure way of getting traffic is buying keywords on google adwords but this approach is only effective with a large budget.
- Consider the price of your products/services compared to the cost of marketing online.
- Considering the revenue that a converted lead will bring over time (LTV) is a great factor in determining which approach will work for your online marketing campaign.

# How do People Buy?



#### **Sphere Of Influence**

#### **HELP PEOPLE FIND YOU**





Co - workers

# WHERE DOES YOUR TARGET DEMOGRAPHIC HANG OUT ONLINE?

 80% of business owner say when its time to choose products or services that they will rather find you.

 Go to where your target demographic hangs out and set up shop.

Use Online Forms to Prequalify clients before they contact you.

# How Can you Boost your Online Sales? A LEAD CAPTURE SYSTEM

Search Engine Optimization

**BACK LINKS AND BOOKMARKS** 

\*FREE INCENTIVES

**EMAIL ADVERTISING** 

**CHOOSE YOUR AUDIENCE** 

\*VIDEO MAREKTING

**USER FRIENDLY DESIGN** 

**SOCIAL MEDIA NETWORK** 

**RELEVANT CONTENT** 

Opt In & Follow Up

- Have your company come up on more searches
- Have links to your website from various other websites that rank high on google
- Give out free incentives that attract your target demographic
- E-mail newsletters to specific to interest groups and engage your customers
- Marketing for specific interest, specific location, Income level, Education etc
- Youtube is the second most popular search engine and video is now the preferred medium for users.
- Visitors choose if they want to do business with you based on your online presentation.
- All your prospects will most likely have a FaceBook, Twitter, LinkedIn; Use this as a networking tool.
- Content is King! It is important to have engaging content on your website.
- Follow up with the prospective customers after they fill your contact form online

### **CONVERSION OPTIMIZATION**

"Virtually all websites have persuasive purpose. To change what people think and cause action, you need to first clarify your target outcomes and then make sure that everything leads to those outcomes"

- Understand Visitor Behavior
- Make the right SEO decision
- Choose the right keyword
- Where are they in their buying cycle
- ROI reporting (Goals & E commerce)

## Benefits of a Lead Capture System

Free advertising, automatically opens your business to millions of different customers

Self service provides an area for customers to find information on their own

Easily market your business website to similar businesses or use online marketing

Very little overhead cost after setting up your website

Easily promote customer loyalty through email lists and newsletters.

Many different ways to cut costs – Telephone bills, employee wages, advertisement prices

## Mange Your Lead funnel

Your Traffic Conversion and Nurturing Units









# **Key Results**

70% More Traffic

Increase inquiry Volume

Reduced average cost per inquiry

Generate leads of equal or better quality

Customer
Satisfaction will
go up

# **MORE BUSINESS!**

#### SCHEDULE A FREE CONSULTATION

# WE HOPE YOU ENJOYED THIS FREE GUIDE COURTESY OF SQUAD UP MEDIA

IF YOU ARE INTERESTED IN CREATING A LEAD CAPTURE SYSTEM TAILORED TO YOUR BUSINESS NEEDS GIVE US A CALL TODAY



(215)821-8852

Click here to schedule a free consultation